

Message Text

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SUBJ: USG PAVILION AT PETROTECH '78, AMSTERDAM

REF: (A) TELECONS FIELD/HARARY SEPT 13-14, 1976 (B) LONDON 8914;

(C) THE HAGUE A-50 MAY 10

1. WE HAVE REVIEWED THE NEW SITUATION RESULTING FROM THE DECISION OF THE AMERICAN SOCIETY OF PETROLEUM ENGINEERS TO HOLD AN OFF-SHORE TECHNOLOGY EXHIBITION IN LONDON AND ITS POSSIBLE EFFECT ON PETROTECH '78.

2. ACCORDING TO INFORMTION OBTAINED HERE WE UNDERSTAND THAT THE LONDON EVENT WILL BE SPONSORED BY THE AMERICAN SOCIEYT OF PETROLEUM ENGINEERS AND BRITISH OFFSHORE SUPPLIES OFFICE; THAT IT IS SCHEDULED TO BE HELD IN NOVEMBER 1978; AND THAT IT WILL COVER OFFSHORE OIL AND GAS EQUIPMENT ONLY.

3. AFTER CAREFUL CONSIDERATION WE STRONGLY RECOMMEND THAT USG PARTICPATION IN PETROTECH '78 BE MAINTAINED AS ORIGINALLY PLANNED. WHILE WE ARE AWARE THAT LONDON EVENT, SCHEDULED TO TAKE PLACE SIX MONTHS AFTER PETROTECH'78, COULD HAVE A SOMEWHAT NEGATIVE EFFECT ON THE AMSTERDAM EXHIBITION, IT IS USEFUL TO NOTE THAT PETROTECH IS CONSIDERED AS THE PRIME INTERNTIONAL FAIR IN EUROPE OF THE OIL AND PETROCHEMCIAL INDUSTRIES. IT WILL HAVE MUCH WIDER SCOPE THATN THE LONDON EVENT SINCE IT

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WILL FEATURE EQUIPMENT, MATERIASLAND SERVICES FOR EXPLORATION AND

DEVELOPMENT OF OIL AND GAS, BOTH OFFSHORE AND ONSHORE, AS WELL AS REFINING, PETROCHEMICAL PROCESSING, CRUDE AND PRODUCT TRANSPORTATION, STORAGE, AND RESEARCH. AS IN PAST YEARS, COUPLED WITH THE EXHIBITION WILL BE SEMINARS INVOLVING TOP RANKING INTERNATIONAL SPECIALIST IN OIL AND GAS. AT EMBASSY CATALOG DISPLAY PETROTECH '76 (SEE REF C) VALVES, PUMPS, DISTRIBUTION EQUIPMENT, AND INSTRUMENTATION RECEIVED MOST INTEREST. ALL SUCH PRODUCTS ARE USED IN ONSHORE OPERATIONS. CONSIDERING THE REAL SUCCESS OF EMBASSY CATALOG DISPLAY AT PETROTECH '76, WE EXPECT THE MUCH MORE SUBSTANTIVE US PARTICIPATION PLANNED FOR '78 WOULD GENERATE SIZEABLE NEW EXPORTS FROM THE US AND HELP MANY AMERICAN COMPANIES TO PENETRATE EUROPEAN AND OTHER MARKETS.

4. THE FOLLOWING INFORMATION ON PETROTECH '76 MAY BE OF INTEREST. IT HAD 248 EXHIBITORS REPRESENTING 499 FIRMS. AMONG THE EXHIBITORS 105 (42 PERCENT) WERE FROM FOURTEEN COUNTRIES OUTSIDE THE NETHERLANDS, INCLUDING FORTY FROM THE UK, EIGHTEEN FROM BELGIUM, TWELVE FROM WEST GERMANY, NINE FROM THE US, EIGHT FROM FRANCE AND SIX FROM ITALY. IT HAD 9,751 REGISTERED VISITORS FOR THIRTY EIGHT COUNTRIES--AN INCREASE OF 23 PERCENT OVER PETROTECH '74. ACCORDING TO A SURVEY BY THE FAIR MANAGEMENT, 47 PERCENT OF THE VISITORS WERE DECISION MAKERS WITH A DIRECT INFLUENCE ON PURCHASING; AND 80 PERCENT OF THE EXHIBITORS EXPRESSED SATISFACTION WITH THEIR RESULTS AT PETROTECH '76. THE SEMINARS ATTRACTED 1,529 PROFESSIONAL PARTICIPANTS.

5. WE UNDERSTAND THE FAIR MANAGEMENT PLANS TO CONTINUE TO EXPAND THE SIZE OF PETROTECH IN 1978.

6. WE HAVE BEEN ASKED TO SUGGEST ALTERNATIVES IF WASHINGTON DECIDES AGAINST FULL PARTICIPATION IN PETROTECH '78, AS ORIGINALLY PLANNED. IN THAT CASE RELUCTANTLY WE WOULD RECOMMEND THAT A CATALOG SHOW BE HELD AT PETROTECH '78 AND THAT PLANNED CATALOG SHOW IN SECURITY '77 BE UPGRADED TO A TYPE ONE SHOW.

7. FOR LONDON: WE WOULD APPRECIATE RECEIVING ANY ADDITIONAL INFORMATION AVAILABLE ON OFFSHORE TECHNOLOGY SHOW.

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